



NBA All-Star Pays Tribute to Basketball Great Kobe Bryant

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NBA All-Star happens every year, but this one is different.Â

So says Chicago native and Grammy award-winning artist Chance the Rapper in this spot for the annual game, which will pay tribute to basketball great Kobe Bryant after he and his daughter Gianna, along with seven others, were killed in a helicopter crash.

The spot, produced by Turner Sports, also reflects on moments from throughout the years, including clips of Bryant who "defined the title of NBA All-Star" for an entire generation.

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NBA announced last month that the exhibition game will change its format in honor of Bryant. That includes an untimed fourth quarter, which pays tribute to the number of All-Star MVP awards he received throughout his career. Former professional basketball player Dwayne Wade highlights this in another spot for the game:

NBA All-Star Weekend, held this year in Chicago, tips off on Thursday, Feb. 13

with Inside the NBA presented by Kia, which will provide live pregame coverage, along with American Express Halftime Report updates and Inside the NBA presented by Kia post-game show.